Anderson outlines new guidelines described by Robin Williams that serve as a base when constructing reader-centered documents and pages. These guidelines focus on design and include alignment, grouping, and “contrast to control hierarchy and focus” (Anderson 391). Williams design guidelines help you create a map for your readers so they can navigate your document efficiently.

“One goal of visual design is to help your readers see how your information is organized” (Anderson 386). Alignment establishes the principal organization in your document, and builds a framework, or base map, for your reader’s eyes to begin searching for their relevant information. After you have aligned your content, it is most natural to group the items together for further directing your reader. Grouping “emphasizes that readers judge the relationship between adjacent items by interpreting the distance ... between them” (Anderson 388). Using distance to communicate how closely related two items are is similar to interpreting a map because we infer towns further away from each other are less closely related. The last piece of the map, or guideline, is contrast. “Usually, you will want some items to stand out more than others” (Anderson 391) thus adding depth, similar to the effects of a terrain overlay.